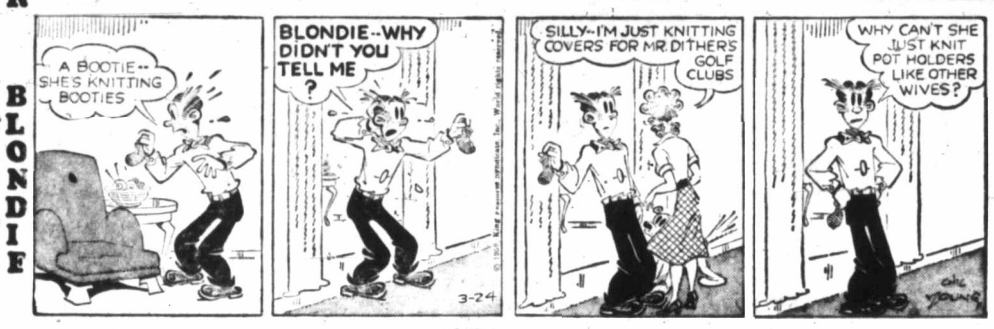
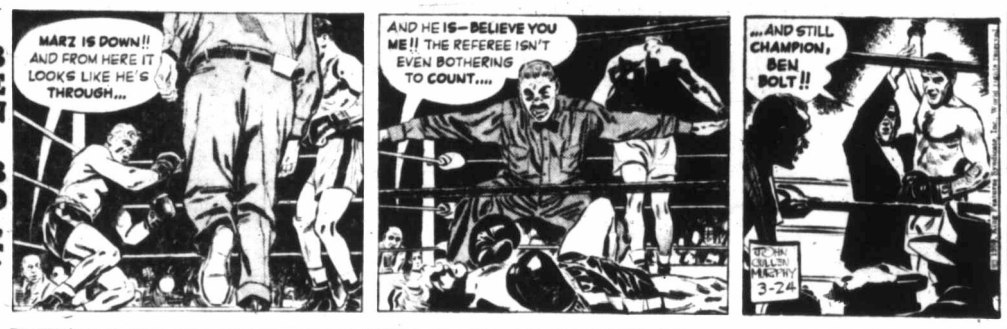
SKY MASTERS

JUDGE PARKER

BLONDIE



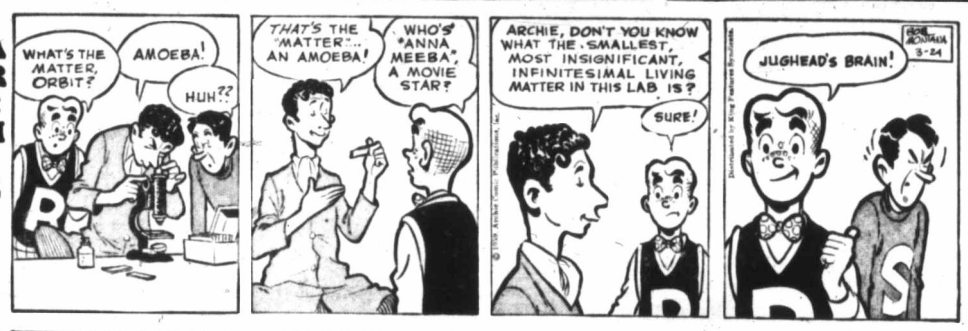
BEN BOLT



LIL ABNER

REX MORGAN

ARCHIE



JULIE JONES

POGO

RIP KIRBY

Garden Notes

Let Me Know Result

By M. V. CHESNUT, FRHS

The first Colonist free seed offer of 1959 appeared in "Garden Notes" last Sunday—seeds of the Rhode Island tomato, which was such a terrific success last year. While the hot weather last summer favored the growth of all tomatoes, reports from Colonist readers indicate that Rhode Island was head and shoulders ahead of the other kinds for early ripening, mouth-watering flavor, and freedom from that annoying rot which attacks the bottom of small green tomatoes.

There are a few points in connection with these free seeds which I'd like to clear up before we get on with the actual business of sowing the seeds.

★ ★ ★

First, I'd like to make it very clear that there are no strings to this offer. No dimes, no boxtops, no subscriptions, no gimmicks of any kind. You don't even have to be a Colonist subscriber to get your free seeds, nor to send in the coupon on this page—the coupon is only there for your convenience, and a letter will serve just as well. So I'd like you to spread the word among your neighbors that they, too, can have a free sample of Rhode Island tomato seeds, with or without a Colonist coupon.

In return, I ask only two things: First, that you supply the stamp and envelope to carry your free seeds back to you; in other words, be sure to enclose a stamped and self-addressed envelope in your letter—our Colonist girls will open your letter, take out your self-addressed envelope, slip a packet of seeds in it, and mail it right back to you.

★ ★ ★

The second think I ask—I would appreciate it very much if you would drop me a line next fall to let me know how you made out with your tomatoes.

The first time I offered tomato seeds in this column, I suggested paper cups for the raising of the plants indoors, one to each cup, and this is still a cheap and satisfactory method. Or you can use cut-down milk bottle cartons, providing that you punch a few holes in the bottom for drainage. However, if you can get your hands on a dozen or so of the new fibre pots, you'll find these are just about ideal for the raising of tomato plants.

★ ★ ★

You see, the critical time in the life of a tomato plant is when you set it outdoors. The first flower buds have started to grow by this time, even though you may not see them, and any rough handling or disturbance of the roots will cause the plant to abort this first cluster of blossoms. It takes several weeks for the next or second cluster to form, and if you have to wait for these, bang go all your chances for a really early feed of vine-ripened tomatoes.

When the new consumable plant pots are used—Hartman, Jiffy, Ferto-Pots, Miracle—no transplanting is necessary, and consequently no disturbance of the roots takes place.

★ ★ ★

As the time for planting-out approaches, your tray of plants is set outdoors by day to harden up and become conditioned for outdoor living and in planting, the pot and all is set into the ground. Here the pot distintegrates—in fact, the plant roots actually EAT it—and without root disturbance of any kind, you have a good chance of harvesting ripe tomatoes from that first and all-important blossom cluster.

Tomorrow we'll go into the actual business of preparing the soil and sowing the seeds, and I do hope you'll clip and save these instructions. Sometimes, when writing in for seeds, folks ask me to include the details on how to grow the plants—such instructions involve writing a letter three pages long, and I'm afraid my two typing fingers just won't stand the gaff.

Free Seed Offer

GARDEN NOTES, THE DAILY COLONIST
VICTORIA, B.C.

Please send me your Rhode Island tomato seeds. I enclose a stamped, self-addressed envelope.

Signed .....

Address .....

.....

I am a regular subscriber Yes ..... No .....

The Viewing World

By John Crosby

Best in TV Not 'Mass-Made'

Television, according to Robert Sarnoff, chairman of the board of NBC, is a mass medium and must serve the masses. That might be said to be the party line that emerged from the National Association of Broadcasters—that you and I constitute a mass.

That means we're not people. But hath not a mass eyes? Hath not a mass ears? Doth not a mass bleed—just like ordinary playgoers or moviegoers or maybe even those arcane circles that read books? Whenever television wants to excuse itself for something or defend something, it gets to tossing around that phrase mass audience as if a mass audience didn't consist of individuals—many of them discontented.

★ ★ ★

Currently, the issue is wrapped in a package of slogans: television is mediocre, television is unworthy, television is time-wasting. These slogan originate in certain arcane regions (that's where I got the word used above) and are spread through different channels to an increasingly broad audience. Like most slogans they depend on constant repetition to produce unthinking acceptance," continued Mr. Sarnoff.

Well, I don't know about that. As one of the arcane (the dictionary says it means hidden, secret) circles that spread those slogans to what I can only devoutly hope is an increasingly broad audience, I don't think I'm getting unthinking acceptance. I think they're thinking. I applaud the industry for deciding to fight back on the public relations front but I would like to point out for the umpteenth time that there are reasons—and very good ones—for the tide of criticism that has engulfed it this past year.

If there is any "unthinking acceptance" going around, it is that "mass audience" slogan. "We must understand that it is minority distate for programs chosen by the majority that has triggered the slogans of mediocrity." Now, I don't believe that either. For instance, Lucille Ball, in her heyday, had some mighty sophisticated fans among the most chi-chi circles in New York.

Jackie Gleason had tremendous fans among the literate and the avant garde. The great popular entertainers generally please the minorities even more than the majorities who usually follow the minorities. But, heavens to Betsy, the masses didn't create Lucille Ball. Or Milton Berle. Or Playhouse 90. Or Jack Benny. All of them tremendously popular. They created themselves and were good enough to command minority and majority attention.

★ ★ ★

But that sort of success is very little in evidence any more. The new shows, far from being chosen by the majority, are being chosen on Madison Avenue for the edification of the greatest number for the least cost. They are chosen by "cost per thousand." They are chosen by advertisers, by sponsors, by everyone but the people. That's why we got 25 Westerns and 20 odd varities of bingo.

Some very good programs have been terribly popular. The purpose of leadership is to lead—not in producing public relations campaigns but in producing better programs that the industry can be proud of and that people really like.

★ ★ ★

In batting around the country, I find about the same proportion of people split up the middle on the same program. But I have yet to run down that "mass audience" who sit there lapping up "The Price Is Right" and screeching for more of same. I think people accept "The Price Is Right" with varying degrees of indifference. By the same token, they accept or reject "Hamlet" with varying degrees of vehemence.

But there's no mass audience who doesn't realize "Price Is Right" is unimportant programming and "Hamlet" is important programming. I have heard bitter complaints about the quality of television in all ranks and in many different spots of the U.S. Sure, they still look at it but not necessarily endorse it or, as Mr. Sarnoff says, choose it.

Winning Contract

By SCHENCKEN AND FREY

Vul: N–S
Score: N-S+60

NORTH
♠ Q 9 4
♡ 10 6 2
◇ J 10 4 3
♣ Q 6 2

WEST (D)
♠ A J 10 3
♡ 9 7 5
◇ A 9 5 2
♣ J 5

EAST
♠ 7 5 2
♡ K Q J 4
◇ 8 6
♣ A 10 9 8

SOUTH
♠ K 8 6
♡ A 8 3
◇ K Q 7
♣ K 7 4 3

The bidding:

West	North	East	South
Pass	Pass	Pass	1 N.T.
Dbl.	Pass	2 ♡	Pass
Pass	2 N.T.	Dbl.	All Pass

Opening lead: ♡ 9

South's hand is one high-card point and several intermediates short of a one notrump opener. In view of the vulnerability and part score, he might have known that East-West would attempt to defend, and his lack of judgment cost him dearly. A one-club bid might have saved hundreds of points, as his partner would surely have sold out for two hearts.

As it happened, East-West defended superbly, and set declarer 800. West opened the heart nine, everyone played low, and West continued hearts. South ducked again, and East switched to the spade seven to try to knock out dummy's potential entry to the diamond suit. South played a low spade, West the ten-spot, and dummy won the queen. Two rounds of diamonds were ducked by West who won the third round and led another heart.

South took the heart ace and led a low club. East captured dummy's queen, cashed a heart, and led a spade. West won three spade tricks, and declarer made "last" with the club king.

East's two-heart bid merits an explanation. Ordinarily, he might have left the one notrump double in for penalties, but he knew that his passed partner might be under pressure because of the score, and he wanted to be sure of getting the heart lead.

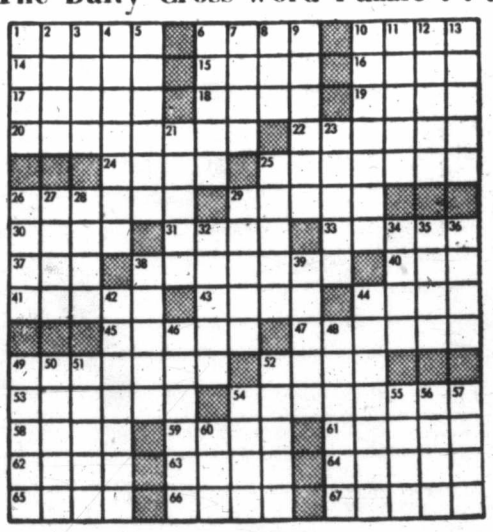
Released by The Associated Newspapers

RCMP Quits Fish Control

OTTAWA (CP) — The federal fisheries department has taken over from the RCMP the administration and management of fishery resources in the Yukon Territory. The force has been responsible for fisheries management in the area since 1918. It now will come under the supervision of the department's Pacific area.

W. K. Elliot, a fishery officer in various parts of British Columbia since 1947, has been appointed fishery officer.

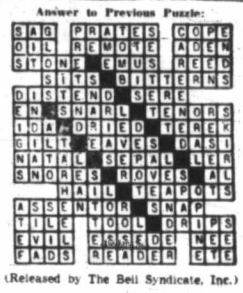
The Daily Cross-Word Puzzle . . .



ACROSS
1. A cudgel.
6. African lake.
10. Asterisk.
14. Mohammedan nymph.
15. Vigorous.
16. Tune.
17. Florentine iris.
18. Dye.
19. Part of ship.
20. Exposes to air.
22. Feminine name.
24. Canvas shelter.
25. Began.
26. Provides food.
29. Pointed weapon.
30. Genus of maples.
31. City of India.
33. A miser.
37. Nahoor sheep.
38. Hunting of certain animals.
40. Anglo-Saxon coin.
41. Succinct.
43. Palm of hand.
44. Exclamation of sorrow.
45. City of Italy.
47. Vagrant.
49. Army officer.
52. Cry of sheep (pl.).
53. Roman urban officials.
54. Speak slightingly of.
58. Metal.
59. Irish for John.
61. Asiatic goat-antelope.
62. Hawk's leash.
63. Sea eagle.
64. Uneven, as if eaten away.
65. Second caliph.
66. Radicals.
67. Jewish home festival.

DOWN
1. Third place in horse racing.
2. Ripped.
3. Turkey buzzard.
4. To disperse.
5. Animal.
6. Map.
7. ..... Brinker.
8. Fourth caliph.
9. To erase.
10. Town on the Tigris River.
11. Characteristic.
12. River of France.
13. Estimated.
21. Follow.
23. Measure of Siam.
25. To decay.
26. Shed.
27. Skin disease.
28. Rip.
29. Drawing room.
32. Nautical.
34. Gaucho's missile weapon.
35. Isles off Ireland.
36. Endure.
38. Net.
39. Seaport of Brazil.
42. To burn inwardly.
44. Rigorous.
46. Smaller.
48. Lifts.
49. Musical instrument.
50. Ancient Greek theatre.
51. Climbing plant.
52. Former president of Czechoslovakia.
54. Musical group.
55. Walked on.
56. Mislay.
57. Pitcher.
60. Before.

Answer to Previous Puzzle:



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